

BRV.

 BRVdeodorant

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BRV. DEODORANT
Jimbaran, Badung
Bali - INDONESIA 80361

www.brvdeodorant.com



BRV.
BE BRAVE, BE OURSELVES



ABOUT BRV

Lack of confidence often makes people lose courage

BRV. stands for BRaVe, encouraging young people to appear brave and be themselves.

BRV Slogan is Be Brave, Be Ourselves. Ourselves, not Yourself, because courage must start with oneself, not because of encouragement from others.

BRV. Deodorant is an Indonesian balm deodorant brand made from natural ingredients (**vegan**) with original **Tea Tree** essential oil as an anti-bacterial active ingredient which is believed to reduce the bacteria causing body odor.

It is made using 100% botanical ingredients without the use of animal components to follow the regulations of the halal certificate. BRV does not contain **Aluminum Chlorohydrate**, **Parabens** and **Baking soda** that might harm users in long term use.

BRV. made by an ISO 9001-2015 (Quality) certified cosmetic factory in Bali, Indonesia. Experienced in producing care products for 5 star hotels, spas and resorts in several countries. BRV. has **Good Manufacturing Practice (GMP) and Halal** license, because we want BRV consumers to appear confident, calm and comfortable in using our products, without any doubt.





BRV VISION

To be the Top of Mind for a 'natural deodorant' brand in Indonesia and become a brand of pride in Indonesia (2025)

BRV MISSIONS

- Educating people on body care with natural standard
- Collaborating with local brand and outstanding personas to become collaborative partners and share their stories on BRV social media
- Strengthening BRV deodorant image in body care industry in Indonesia



SEGMENT, TARGET, POSITIONING

Target :

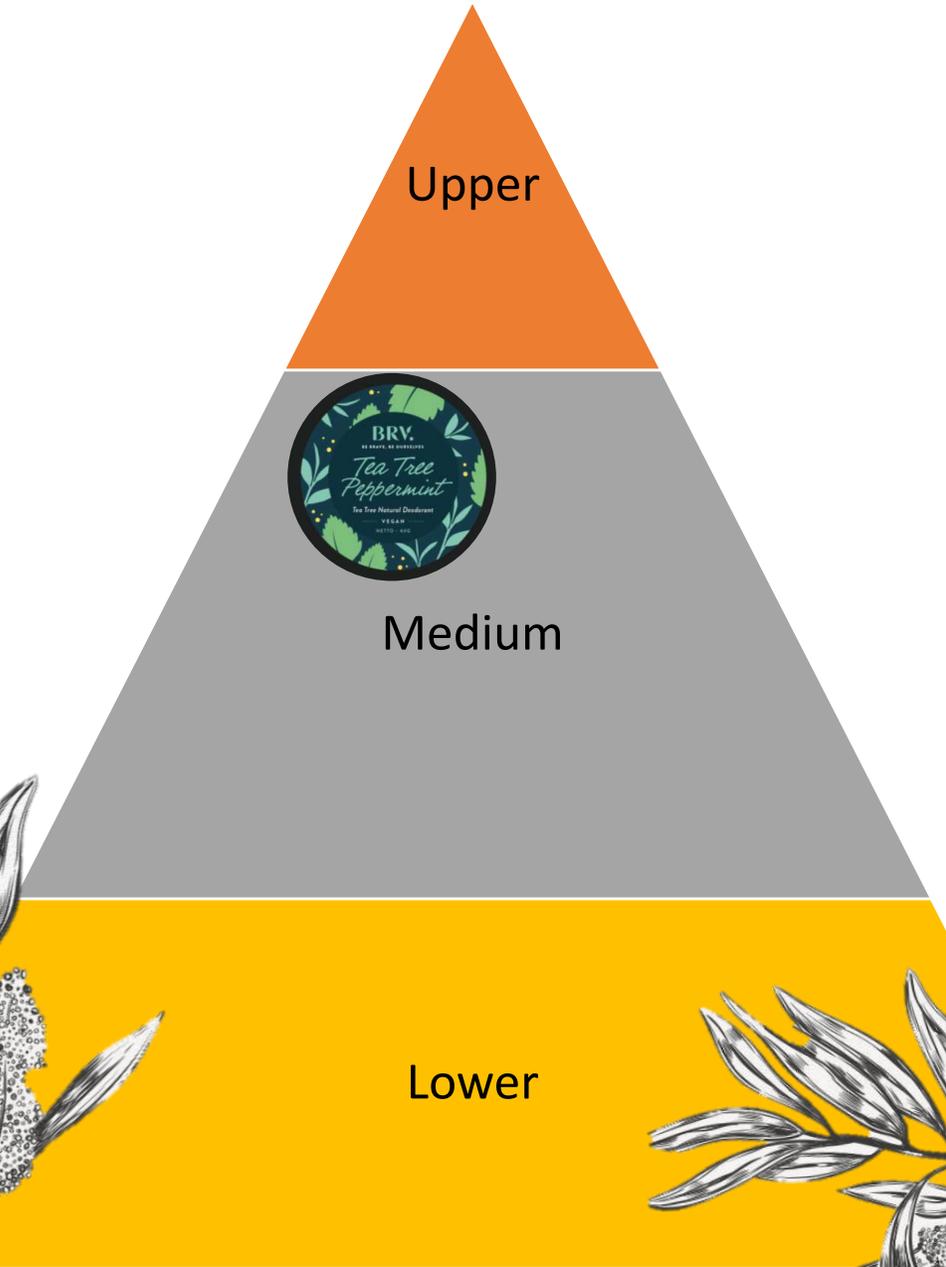
- Consumers who care about skin health, natural raw material, care for cosmetics having GMP & Halal license

SEGMENT :

- Age 15-24, Male/Female
- Buying Power: AB (Mid- High)
- Like travelling

POSITIONING :

The first and leading VEGAN balm deodorant brand with Halal certified and using natural raw material





VEGAN NATURAL RAW MATERIAL



Shea Butter



Essential Oil Murni



Candelilla Wax



Soya Oil



Clay Mineral DE



Vitamin E
Sunflower Seed



HOW TO USE



Used after bathing



Dry the underarm skin



Take an adequate amount of BRV deodorant with your fingers



Apply it on your underarm skin





OUR PRODUCTS

SIGNATURE : TEA TREE PEPPERMINT & TEA TREE LEMON



OTHER VARIANTS



- TEA TREE VANILLA
- TEA TREE LEMONGRASS
- TEA TREE LAVENDER
- TEA TREE COFFEE
- TEA TREE JASMINE
- TEA TREE ORANGE BLOSSOM
- PALMAROSA LAVENDER
- ROSE LAVENDER
- PURE TEA TREE

PRODUCT DEVELOPMENT



Roll On



Non Aerosol Spray



Stick





TRAVEL SIZE

5 gram, enough for 10 days

Available in single pack and set of 4

Variants :

Tea Tree Lemon, Tea Tree Peppermint, Tea Tree Lemongrass, Palmarosa Lavender

PRODUCT SPECIFICATION

NO	TYPE	INFORMATION
1	Production location	Bali, Indonesia 80361
2	Deodorant color	Yellowish white, no dye, no preservative
3	Ingredients	Shea butter, Clay Mineral DE, Soya Oil, Tea Tree Essential Oil, Candelilla Wax, Vitamin E
4	Expiration	12 months
5	Net weight	40 gram & 5 gram (travel size)
6	Durability of use	12 – 24 hours, results are varied for each person
7	40 gram can be used	for 2- 3 months
8	Certification	ISO 9001-2015 (Quality)
		Good Manufacturing Practice (GMP)
		Halal

